

Who do you think you are?

Survey for Smokers age 21 or older.

☐ Mr. _____ ☐ Male
☐ Ms. _____ ☐ Female
☐ Mrs. _____
 Address _____ Apt. # _____
 City _____ State _____ ZIP _____
 Phone () _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

SIGNATURE

(required) _____

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BIRTH DATE

(required) _____

Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand) _____

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)

☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)

☐ Lowest/Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both ways

7. How long have you smoked this brand?

☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 4 to 6 years

8. What, if any, was your previous brand?

(brand) _____

9. The next time you go to the store, if your regular brand were not available, what would you do?

(Check one.)

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> CPC	<input type="checkbox"/> Pyramid
<input type="checkbox"/> Basic	<input type="checkbox"/> Kent	<input type="checkbox"/> Raleigh Extra
<input type="checkbox"/> Benson E.	<input type="checkbox"/> Kool	<input type="checkbox"/> Salem
<input type="checkbox"/> Hedges	<input type="checkbox"/> Magna	<input type="checkbox"/> Sterling
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Store Brand/
<input type="checkbox"/> Best Value	<input type="checkbox"/> Ment	<input type="checkbox"/> Generic
<input type="checkbox"/> Bristol	<input type="checkbox"/> Misty	<input type="checkbox"/> Superslms
<input type="checkbox"/> Buiks	<input type="checkbox"/> Monarch	<input type="checkbox"/> True
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Montclair	<input type="checkbox"/> Vantage
<input type="checkbox"/> Camel	<input type="checkbox"/> More	<input type="checkbox"/> Viceroy
<input type="checkbox"/> Capri	<input type="checkbox"/> Newport	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Carlton	<input type="checkbox"/> Now	<input type="checkbox"/> Winston
<input type="checkbox"/> Doral	<input type="checkbox"/> Parliament	

☐ None

☐ Other _____

(brand)

11. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton is 10 packs.)

Brand Name	# of Packs
_____	_____
_____	_____
_____	_____
_____	_____

13. Where do you usually buy your cigarettes? (Check one.)

☐ Supermarket Chain
☐ Neighborhood Grocery
☐ Convenience/Gas
☐ Drug Store/Pharmacy
☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

☐ frequently ☐ occasionally ☐ never

I look for special offers for my regular brand... ☐ ☐ ☐

I take advantage of special offers for brands other than my regular brand... ☐ ☐ ☐

15. Which of the following best describes you? (Check one.)

☐ White
☐ African-American
☐ Hispanic
☐ Asian
☐ American Indian
☐ Other _____

16. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	M.I.	Last Name

Birth Date	Regular Brand	

First Name	M.I.	Last Name

Birth Date	Regular Brand	

Thanks a bunch!



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Shoot it back to us by March 31, 1994.

Source: <http://www.industrydocuments.ucsf.edu/docs/jim0004>

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